

inspired

MONEY FREEDOM COURSE

One of the primary reasons that businesses fail is due to a lack of financial and managerial knowledge. Our 10 week training programme is designed for ambitious business owners who want to maximise their business success to grow a successful, transferable/saleable business.

Is this for me? Discover why businesses fail and how to avoid repeating the mistakes made by others.

Find out how achieving systematic growth is a marathon of small incremental improvements that are easy to achieve and learn which Critical Business Growth Drivers to record and how to track them for effective management and short/long term success.

Each week we focus on one of the biggest financial challenges faced by business owners. Attend them all, or just pick the ones that suit your business, it's a flexible course that works around you.



WEEK 1

7 Magic Business Growth Drivers

Discover how incremental improvements in performance quickly compound to deliver outstanding results in profits and value. Identify key performance indicators that are critical for business growth



WEEK 2

Growth Driver 1 Quick Win Cash

Identify the opportunities for quick win cash generation and cost savings that are waiting to be exploited.



WEEK 4

Growth Driver 3 Gross Margin

Before ramping up sales, it is crucial to ensure margins are optimised because the fastest way to increase profit is to optimise gross margins.



WEEK 3

Growth Driver 2 Cash Flow

Effective cash management strategies are critical for sustained profitable growth, far too many profitable businesses fail for all the wrong reasons.



WEEK 5
Growth Driver 4
Customer Retention

How engaged are your existing customers? Maximise engagement to improve customer retention and increase cross selling and referral rates.



WEEK 6
Growth Drivers 5&6
Transaction Value & Volume

Total Number of Transactions x Average Transaction Value = Total Sales. These two KPI's are incredibly important because improvement can be incredibly easy and achieved overnight.



WEEK 8
Retaining Your Value & Optimise Tax

After showing you the 7 ways to grow your business we will move onto how you get to keep it. Our '32 ways' method will demonstrate how you can achieve tax efficiency and hold onto more of your profits.



WEEK 7
Growth Driver 7
Customer Acquisition

Having maximised sales and profitability from existing customers, what is the gap that remains to be filled by increasing lead generation and conversion, and hence new customer acquisition?



WEEK 9
Using Your Value
Become Exit Ready

Why work longer if you don't need to. 90% of businesses are not saleable. 80% sell, and less than 5% of those actually achieve their asking price. Make sure you exit on your terms and on your scale. Do you know your number?



WEEK 10
Planning, Execution & Impact

If you don't implement the concepts you have taken from this course, you won't get any impact. Learning is not enough. In this final session, we cover the tried and trusted ways to maximise your impact.

inspire
 crunching numbers • inspiring business • improving lives

inspire MONEY FREEDOM COURSE

Grow a successful, transferable and saleable business. Register your place on our 10 week Money Freedom course. It's never too soon to start planning for the future.

 bwp-inspire.co.uk

 [bwpspire](https://www.instagram.com/bwpspire)

 [bwpspire](https://twitter.com/bwpspire)

 [bwpspire](https://www.facebook.com/bwpspire)

 [BWP Inspire](https://www.youtube.com/BWPInspire)